

What Do You Expect From Your Home Town Newspaper?

A Personal Message to Subscribers and Advertisers

What do you expect from your newspaper? Well you expect more from your newspaper than you do from any other person or institution to which you pay the sum of \$1.

You expect your newspaper, The Johnstonian - Sun, to give you all the local news for 52 weeks. That's why nearly all of the homes in Selma pay their good money for it.

HIGH STANDING

You expect your newspaper to maintain a high standard of morality, supporting things that are right and condemning things that are wrong.

You expect your newspaper to maintain a high standard of enterprise, devoting column after column to news and propa^ganda, supporting local clubs—Merchants' Drives, American Legion Post and Auxiliary, Women's Club — and all other civic organizations, the band, the baseball team, community celebrations, Boy scouts, high school athletics, school programs, home talent plays, churches, Red Cross, and dozens of other causes and events.

You expect your home town newspaper—The Johnstonian-Sun—to boost for good roads and protect your community's claim to its share of state and federal funds.

CONFIDENCE

You expect your newspaper to build up confidence in your home financial institutions, and protect home investors of surplus funds, warning against fake salesmen and other financial pirates.

You expect your newspaper to combat the peddler nuisance.

You expect your newspaper to establish friendly contact with rural readers so as to induce them to make your town their town.

You expect your newspaper to publish church notices, church programs, club news, farm news, home demonstration news, all the local and community news.

You expect your newspaper to support every meritorious organization for the good of Selma.

IT CAN'T BE DONE

FOR THE SUBSCRIPTION PRICE.

No, it can't be done for that. The money you, as a subscriber, pay for the paper covers less than one-fourth the cost of publishing the paper. The other three-fourths must be paid by the advertisers.

SUBSCRIBER'S DUTY

Since the advertiser pays a large share of the expense of publishing a newspaper — *Don't You Think You Owe Them The Duty To Patronize Them Whenever They Offer You Equal or Better Values Than Non-Advertisers?*

And you, Mr. Merchant, don't you think that in view of the many services which the newspaper performs, for which the newspaper derives no compensation, but which means more business and more profits for you, *the newspaper deserves your advertising business?* Make your community newspaper your advertising medium and help build up the community? A healthy newspaper makes a progressive town!

IN DOLLARS AND CENTS THE JOHNSTONIAN - SUN
IS YOUR BIGGEST BARGAIN

THE JOHNSTONIAN-SUN

Sports ★ Local News ★ Community News ★ Court News ★ Farm News ★ Local Features ★ Society

500 Pages of News Covering Johnston County for \$1.00 Per Year